



Merry Christmas

THREE RINGS

THE BALLANTINE NEWSPAPER



Happy New Year

VOL. 6, NO.10

P. BALLANTINE & SONS

December 1962

CHARITIES DRIVE PASSES GOAL: \$51,763 RAISED

Story on Page 3



Subbing for Santa. Alex Webster, New York Giants' football star, is stand-in for Santa and Ballantine employees as he tells youngsters at St. Mary's Home for Children, Newark, of success of Three-Ring Charities Fund Drive. Alex shows the small fry \$8000 check representing first installment on grand total of \$51,763 collected or pledged by employees. This sum is in addition to corporate donation made by company. St. Mary's is one of more than 70 agencies assisted by United Appeals, with which the Three-Ring campaign is affiliated.

PINPOINTED...

Up The Ladder

Promotions in the news: John Gall, Alfred Martin and Terry Polito, from supervisor 1 to supervisor 2, Warehousing . . . Eugene Savran from messenger to addressing machine operator, Credit . . . Irwin Zevitt from relief salesman to bottle salesman, Red Bank Branch . . . Ronald Dailey from messenger, Credit, to clerk, Bottling . . . and Thomas Loughlin from turn-in-clerk and cashier to Warehouse supervisor, Tillson Branch.

* * *

Christmas Card Program

Employees in a number of departments will donate money to charities instead of exchanging Christmas cards . . . the voluntary program has gained momentum here in recent years . . . the practice calls for sending a single card to a department and donating the remainder of the funds which would have been spent through individual greetings.

* * *

Command Performance

Britain's vaudeville event of the year, the Royal Variety Command Performance before Her Majesty The Queen in London last October 29, provided a sparkling showcase for "Broadway Goes Latin," the half-hour music variety series sponsored by Ballantine . . . playing for the entire performance was Edmundo Ros, star of the TV series and Britain's favorite orchestra leader . . . the show is seen in the New York area Monday nights on WPIX, Channel 11.

* * *

Named To Commission

Vice President John E. Farrell has been named a member of the newly-created Newark Industrial Development Commission whose aim will be to encourage the expansion of existing industry and promote the influx of new industry into the city . . . Mr. Farrell's appointment to the non-salaried 12-member group was announced by Mayor Hugh J. Addonizio . . . the mayor said the appointments to the commission were based on the specialization, ability, background, experience and contribution that the individual can make to the industrial growth of the city.

* * *

Beauties

Transportation's Mary Kearney, an 18-year-old charmer who came to America from County Mayo in Ireland last January, has been chosen one of the finalists in the Miss Irish America 1963 contest . . . the contest is sponsored by the Independent Irish Society of Newark and the winner will be selected March 16 . . . another beauty, Rebecca Aldredge, daughter of draught driver William Aldredge, was recently chosen "Miss Hope Chest" . . . the selection was made at a ball of the New Jersey Chapter of the National Multiple Sclerosis Society in Newark.

* * *

Four Retire

Peter Olson, Harold Ardrey, George C. Short and Joseph Thiry retired in the last month . . . Ardrey, who was a Red Bank Branch salesman, Olson, who was a yardman, and Short, who was a guard, are members of the Quarter-Century Club . . . Thiry was a brewer and had been with Ballantine since 1943 . . . best wishes for a happy retirement go to all.

* * *

Silver Anniversaries

Bottling's Jack Tallman, and his wife Gladys, marked their 25th wedding anniversary on September 25 . . . Marge Dooley, also of the bottling department, and her husband, Frank, observed their silver wedding anniversary on October 16.

* * *

High School Council Post

Denise Brooks, daughter of Red Bank draught salesman Ed Brooks, has been elected treasurer of the New Jersey Association of High School Councils . . . some 2000 high school leaders attended the 37th annual conference held at Rutgers University November 14 . . . Denise is a junior at Toms River High School.

* * *

Double Parking

The Plant Security Division reminds employees that double parking in brewery areas creates serious traffic problems . . . the division points out that the double-parker who leaves his car even for only two or three minutes creates traffic hazards . . . double parkers also run the risk of getting tickets from Newark police.

* * *

Receives Award

An "Outstanding Merchandising Presentation Award" was given to Advertising's Paul E. Storin in recognition of his important contribution to merchandising made at the 16th annual symposium and exhibit of the Point-of-Purchase Advertising Institute, held recently in New York.

* * *

Re-elected President

Joe Vecchione, your Three Rings editor, has been re-elected president of the New Jersey Industrial Editors Association . . . the election took place at the annual Institute of the organization held in Newark . . . Joe is a director of the American Association of Industrial Editors representing the New Jersey organization.

* * *

Co-ordinator

The New Jersey Jaycees have elected John Lehive, Red Bank Sales Supervisor, Shore Area Co-ordinator for "BUOY", Build Up Our Youth, an implementation of President Kennedy's Youth Fitness Program.

JOIN BLOOD BANK GALLON CLUB



The Ballantine Blood Bank Gallon Club welcomed 28 new members at luncheon ceremonies last month. New members from left, standing are: Leonard DiAndriola, Francis Kelly, Edward Hensler, Daniel Moore, John Gall, Emil Postupak, Samuel Rizzolo, Don Timpert, Tony Kret, Edward Goracy, Truman Plant, John Sumner, Francis Manley and Leon Wlasiuk. Seated: John Brandl, Garret Kole, David Bradford, George Rankin, John Mochtak, John Tagliareni, Donald Smith and Edward Smith. Six other new members were not present when photo was taken.

Close To Home

It is with sincere regret we report the death of the following employees:

John Klauss, Yardman. Mr. Klauss, a member of the Quarter-Century Club, joined Ballantine in March, 1934. He lived at 1550 Andrew Street, Union.

Frank Franczak, Bottler. Mr. Franczak began his Ballantine career in October, 1937 and recently joined the Quarter-Century Club. He lived at 16 Walter Place, Irvington.

James F. Smith, Pensioner. Mr. Smith, a member of the Quarter-Century Club, began his Ballantine career in August, 1933. He was a N. J. Draught Salesman for many years and retired in April, 1960. Mr. Smith's address was Schwartz Boulevard, Prospect Point, Box 389, Wharton.

Joseph Gaska, Trailer Driver. Mr. Gaska joined Ballantine in May, 1946. His brother, Casimir, is a Bottle Driver. Mr. Gaska lived at 741 Liberty Avenue, Union.

Walter Liskowicz, Porter. Mr. Liskowicz joined Ballantine in June, 1948. He lived at 105 Fleming Avenue, Newark.

Arthur Ritter, Brewer. Mr. Ritter began his Ballantine career in March, 1938. He lived at 2 Columbia Avenue, Newark.

Charles Baier, Pensioner. Mr. Baier, a member of the Quarter-Century Club, joined Ballantine in April, 1933. He was a Brewer and retired in December, 1958. Mr. Baier lived at 351 Vermont Avenue, Irvington.

Robert Mendelsohn, Checker. Mr. Mendelsohn joined Ballantine in March, 1942. He lived at 105 Lincoln Park, Newark.

The sympathy of all of us at Ballantine goes to the families of these men.

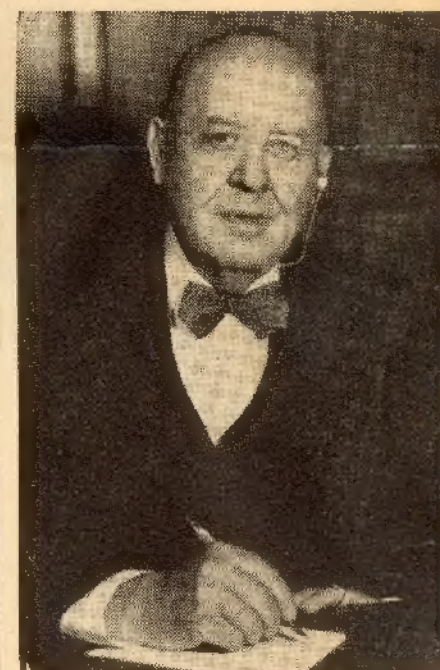
Gilbert R. Potts, Former President, Dies at 87

Gilbert R. Potts, who retired in 1951 as chairman of the board of Ballantine after 47 years with the company, died November 26 in his home in Kerhonkson, N. Y., after a long illness. He was 87.

Born in Washington, D. C., Mr. Potts lived for many years in Morristown, N. J. where he was active in civic affairs. He moved to the Robert Treat Hotel, Newark, in 1931 after buying a home in Kerhonkson where he spent weekends. He made it his permanent home after he retired.

He joined Ballantine as assistant superintendent in 1904. He then was successively special superintendent, secretary, vice-president and president. He held the latter post when the company was sold to its present management in 1933 when he became chairman of the board.

Mr. Potts leaves his widow, Mrs. Rachel Holloway Potts; three nephews, Walter C. and John Stearns of New York City and James Stearns of Delray Beach, Fla., and a niece



Gilbert R. Potts

Mrs. Dorothy Adams of Chapel Hill, N. C.

Services were held in the Potts home. Burial was in Fantinekill Cemetery, Ellenville, N. Y.

BULL'S-EYE FOR CHRISTMAS



Stuck for a Christmas gift idea? Ballantine dart boards are small in price, only \$2.40, but big in entertainment. The boards, and a large number of novelty items such as glasses, lighters, earrings, tie-pins, etc., on sale now at the employee Three-Ring shop, make ideal gifts. Dart board quantities are limited, so act now.

SEASON'S GREETINGS

As Christmas approaches once again we can't help thinking back to the days when our employee family was of a size which would permit us to personally shake the hand of each and every one and say "Merry Christmas."

With growth comes many blessings but with it also the realization that, while we manage to say hello sometime or other during the year, it is impossible to speak to each, individually, at this particular time when we would so much like to do so.

Permit us, then, to take this means of wishing to all of you, and your families, the merriest Christmas possible and a happy, healthy and prosperous New Year.

Carl W. and Otto A. Badenhausen

Start Distributing Turkeys, Dec. 19

Christmas turkeys will be distributed in Newark from Wednesday, December 19, at 1:30 p.m. until Thursday, December 20, at 5 p.m.

The turkey distribution center will be located at the Freeman Street entrance to the garage. As in the past, employees must present the "official receipt" paycheck envelope which will be distributed the week of December 10.

Truck Fleet Earns Honor

Ballantine's Newark route truck fleet has been awarded a Certificate of Achievement in the Brewing Industry division of the 31st National Fleet Safety Contest conducted by the National Safety Council and sponsored by the United States Brewers Association.

The certificate was awarded for significantly reducing accidents during the contest year from July 1961 through June 1962, compared with the previous 12-month period.

In The Family

Married. Patrick J. Lynch, New York City Office, to Mary E. Cunningham at a ceremony in Jackson Heights, N. Y.

Married. Nancy L. Crincoli, Transportation, to Vincent Genna at a ceremony in Elizabeth.

Married. Barbara Arlene Scolamieri, Public Relations, to Charles Aloysius Greene at a ceremony in Jersey City.

Married. Edward F. Lichtenberg, Delivery, to Edith M. Stophel at a ceremony in Miami, Florida.

Married. Margaret T. Carlone, New York Office, to William D. Laird at a ceremony in Middle Village, N. Y.

Born. A daughter, Irene, to Mr. and Mrs. Andrew Adamshick in Rahway Hospital. Irene weighed eight pounds. She joins three brothers and a sister in the Adamshick household. Dad is a bottle driver.

Born. A daughter, Kathy Ann, to Mr. and Mrs. Charles McCabe in Beth Israel Hospital, Newark. Kathy Ann weighed eight pounds, nine ounces. Her mom, the former Marge Cushion, worked in the Transportation Department before leaving Ballantine.

Born. A son, Eugene to Mr. and Mrs. John Saverino in Muhlenberg Hospital, Plainfield. The new arrival weighed seven pounds, one ounce. He joins a brother and a sister in the Saverino household. Dad is a bottle driver.

Born. A son, Gerald John, to Mr. and Mrs. Edward Hulton in Margaret Hague Maternity Hospital, Jersey City. Gerald John weighed nine pounds. He joins a brother, Edward, in the Hulton household. Dad works in New York City Bottle Sales.

Born. A son, Michael George, to Mr. and Mrs. Joseph Szarek in Perth Amboy General Hospital. Michael George weighed eight pounds. He joins a brother and sister in the Szarek household. Dad is a bottle driver.

All-Time High Donated To Three-Ring Drive

For the eleventh year in a row Ballantine's Newark employees resoundingly answered the plea for donations to the Three-Ring Charities Fund by exceeding their contribution of the previous year. An all-time high of \$51,763 in cash and pledges, almost \$1400 more than last year, has been reported by general campaign chairman Rudy Munz.

The annual drive, with a goal of \$48,000, was concluded last month. Munz pointed out that at the end of last year's campaign \$48,560 had been collected, but the total reached \$50,396 some weeks after the drive finished. "In view of that", he said, "chances are our record-breaking total this year will go even higher as some isolated contributions arrive in the coming weeks."

The Three-Ring Charities Fund is associated with the United Appeals campaign of Newark, Belleville, Irvington and West Hudson. As such employees' donations will

aid the needy of more than 70 agencies assisted by United Appeals.

The first Three-Ring Charities drive was held in 1951. As chairman Munz recalls, "I can remember when raising \$13,000 was considered quite a feat. You can see how employee generosity has grown."

"That generosity has earned for the Ballantine force the distinction of being among the top contributors in the industry-labor division of United Appeals. It also gives us a perfect way to say 'Merry Christmas' to those less fortunate than we," Munz concluded.

NEW TRUCKS IN SERVICE



New diesel pallet truck, one of three now in service. The truck's loading capacity bridges the gap between route trucks and tractor-trailers. The vehicles have proved so efficient in service, three more are on order.

LAUDABLE ACHIEVEMENT



Our president, Carl W. Badenhausen, top center, holds outstanding achievement plaque awarded to Ballantine by the Essex County Blood Bank at its 15th anniversary luncheon. Ballantine was one of four companies honored for corporate support and blood donations by employees. Representatives of other companies honored are left, W. G. Barker, Western Electric Co., and right Walter W. Dix, Federal Division of the ITT Corp. Seated, Mrs. Ethel Colleary of the Prudential Insurance Co. of America.

were presented to 29 employees in November. The recipients are:

10 Years

Francis W. Barrett, Accounting; Harry L. Butler, Delivery; Walter E. Kalin, Rhode Island Branch; Ernest Knoeller, Engineering; Charles A. Pisano, Bottling; Alfred J. Polito, Delivery; Domenick Roscetti, Bottling; and Alma J. Witter, Administrative.

15 Years

Daniel T. Miller, Brewing; Frank Riden, N. J. Draught Sales; and Willis M. Thorpe, Production Planning and Control.

10 Years

Joseph Addotta, Delivery; Gerald W. Carpenter, Delivery; Carmon A. Cersosimo, Wethersfield Branch; George A. Ellmer, Warehousing; John M. Lefand, Delivery; Salvatore C. Monte, Delivery; Samuel Monto, Delivery; Joseph Morgillo, Warehousing; August Norulak, Delivery; Theodore T. Plonski, Bottling; Charles Readie, Brewing; William A. Saracino, Delivery; and George C. Utendahl, N. Y. C. Sales.

5 Years

Timothy Connor, Warehousing; Harry D. Diggins, Washington Branch; Alan J. Hadley, Delivery; Isabel J. Heller, Credit; and Oliver J. Marcelli, Red Bank Branch.

"Sing Along" Yule Program Dec. 21

The traditional Christmas procession of the Three Kings, a mistletoe-and-holly Christmas in the England of Charles Dickens' time, and a contemporary Christmas will be portrayed Friday, Dec. 21 on Ballantine's "Sing Along with Mitch" color series on NBC-TV (8:30-9:30 p.m. EST).

This is a repeat of the program broadcast Dec. 21, 1961, which was praised highly by both viewers and critics.

Diana Trask, Leslie Uggams and "Sing Along Gang" member William "Bill" Ventura are the soloists for the Yuletide show.



HANDY LEADERS—The Traffic 4 team, one of the leaders in the Handy Division. From left, Frank Pierz, Henry Sarn, Michael Zelanti, Al Pecklers and George Mirkovich.

Dear Santa, Last Place Teams Looking For Help

Dear Santa,

Some of the guys were roasting the old chestnut about the "Yes, Virginia there is a Santa Claus" letter, and the question came up (from a guy who doesn't want to be identified lest he be considered a poor sport) "That's OK for kids, but how about us?"

Well Santa, what he means is we've been sort of willing helpers where you're concerned. We've fixed up fireplaces for you, left you snacks, framed your pictures with the offspring, gave you tips on who needs what, fought terrific crowds to help make sure your pack is full, and played down rumors about you kissing mommy.

You've been so busy we just haven't gotten together. To get right to it Santa, we haven't written any letters questioning your existence and we haven't written you to ask for anything. The kids won't let us — not to mention our wives.

But to get back to the guy who said "what about us." He sort of brought into the open something

we're all wondering, "Do you have time to take care of a few requests — even if they come from adults?"

By Christmas we'd like you to do something about the Six-Pak, Bottlers 1, Traffic 4, Bottle Sales 1, Bottle Drivers 69, Supervisors and Bottle Drivers 25 teams. These are the guys leading our seven men's bowling division races. We don't want anything to happen to them, we just thought you might bring them a little closer to the rest of us.

Maybe you've got a better team game than the Bottle Drivers Seven's 1049 in your pack, or a higher single game score than the 268 Marty Gill and Ernest Brehme have rolled. Perhaps even a better individual three game series than Howard Cards' 665.

Time is passing you know, and if you don't act soon, the halfway season's mark will be upon us.

No hard feelings if you can't help us. WE'LL GET THEM ANYWAY.

See you Christmas Eve,
The Last Place Teams

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. JOHN C. SCULLY, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Irwin Lovitz; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.
COPY. 1962 P. BALLANTINE & SONS

Ballantine Sets Bowling Tourney

A Ballantine-AMF Pinspotters sponsored open bowling tournament for amateurs, women and men, in the metropolitan area started on December 1st.

The prizes range from a trip for two to Mexico to 200 other prizes and trophies including bowling equipment and a chance to bowl with some of the nation's top women and men professional bowlers.

All amateur bowlers from Albany, New York, to Cape May, New Jersey — including all of Long Island and New Jersey — are eligible to participate. Some 600 ABC-sanctioned lanes in the Metropolitan area are participating.

Three monthly tournaments lead up to the exciting finals in the Third Annual BOWL-O-RAMA at the National Sports-Vacation and Travel Show in the New York Coliseum February 22 through March 3, 1963.

Everything has been arranged by Ballantine-AMF to make the tournament pleasurable for amateur bowlers. Here's how it works:

Those interested in participating just go to their local lanes, and bowl three games in open bowling. (Open bowling is any competition not part of an established league.) They fill out the entry blank with their three-game scores and turn it in at the desk. They can bowl for qualifying as many times as they wish during a month. They only pay for games bowled.

There is no entry fee.

As for qualifying, bowling proprietors will announce the time and day for house roll-offs, if necessary. Each bowling establishment will be allotted one woman and one man per month to represent their bowling establishment at the semi-finals.

The semi-finals will be held at the Gladiator Arena, Route 46, Totowa, New Jersey. Each of the bowlers competing in the semi-finals will receive a token gift or prize for their participation.

The 40 (20 women, 20 men) top bowlers in each of the monthly semi-final tournaments will be qualified to "bowl with a pro" from the AMF Staff of Champions at the BOWL-O-RAMA in the New York Coliseum for the first prize of the all-expense trip to Mexico, the runner-up prize of a similar trip for two at an outstanding resort, and for the 120 prizes of AMF bowling equipment.

The December semi-finals will be held Saturday, January 19; the January semi-finals will be held Saturday, February 9; and February semi-finals will be held Saturday, February 16.

The 120 monthly semi-finalists (60 women, 60 men) will bowl in the finals to be conducted by Ballantine-AMF at two specially-built AMF bowling lanes at the New York Coliseum.

Prize scoring in the semi-finals and finals will be based on pins over the bowler's verified average.



The Cool Refreshers team, holder of the dubious honor of being last in the Girls' Bowling League. From left are Pat Saunders, Barbara Jezek, Millie D'Alessandro, Ceil Rubino and Madeline Husvar. The squad, veteran of many a league competition, will not be last long.

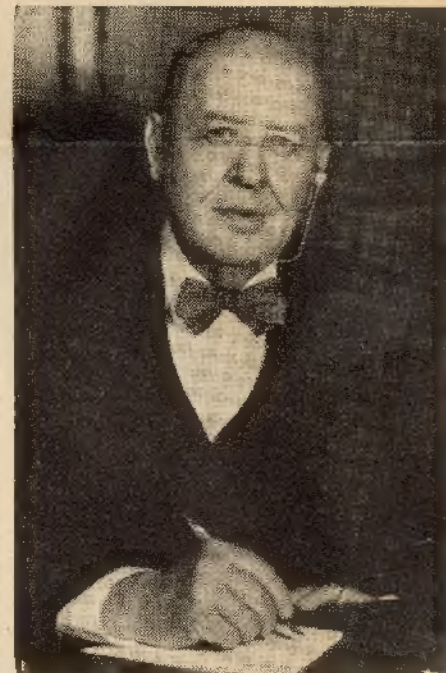
Seated: John Brandl, Garret Kole, David Bradford, George Smith and Edward Smith. Six other new members were not present when

Gilbert R. Potts, Former President, Dies at 87

Gilbert R. Potts, who retired in 1951 as chairman of the board of Ballantine after 47 years with the company, died November 26 in his home in Kerhonkson, N. Y., after a long illness. He was 87.

Born in Washington, D. C., Mr. Potts lived for many years in Morristown, N. J. where he was active in civic affairs. He moved to the Robert Treat Hotel, Newark, in 1931 after buying a home in Kerhonkson where he spent weekends. He made it his permanent home after he retired.

He joined Ballantine as assistant superintendent in 1904. He then was successively special superintendent, secretary, vice-president and president. He held the latter post when the company was sold to its present management in 1933 when



HONOR BALLANTINE DISTRIBUTOR



Joseph C. Scott, of Scott & Grauer, Ballantine distributor, holds special award presented to him by Philadelphia Press Association for his "years of assistance and support" to newsmen in the Philadelphia area. James E. Glover, Ballantine's manager of distributor operations, admires the plaque. Presentation was made at press association's 18th anniversary dinner.